

Instructions: Project Application

The questions asked and information requested on the Project Application should be answered on a separate sheet of paper. Include section headings and question numbers in your proposal. Limit responses to one page per question, unless otherwise stated.

1. General

- 1.1 Tell about groups or individuals that are participating in this project.
- 1.2 Provide relevant information, such as percent of income derived from tobacco.
- 1.3 Estimate the direct impact your project will have on those involved and others. Be sure to list all counties that will benefit, if this is a regional or state project.

2. Summary of Project Objectives

- 2.1 List the main objectives / what you hope to accomplish.
- 2.2 Provide a detailed description how you plan to achieve the project's objectives. May be an expansion of your summary from the cover page.
- 2.3 Describe for what the Agricultural Development Funds will be spent. Item 5.1 is where you will list specific items and the costs associated with each item and a description.
- 2.4 What will you use to measure the project's success? How will you analyze project outcomes?

3. Project Details

- 3.1 If this is a new project, then provide requested information as it relates to establishment of the project.
- 3.2 Limit this section to products or services that are directly related to the project.
- 3.3 Attach a map of the location, if applicable.
- 3.4 This item lays out the duties & responsibilities for the participants listed in item 1.2. Include résumé(s) in the supporting documents section (6).
- 3.5 If you are keeping the records yourself, then list the accounting system you will use. If you have an accountant, then simply list that person/firm.
- 3.6 Look at your current insurance policy and make sure any necessary components of your project are covered.

4. Marketing

- 4.1 Provide a description of your current customer base and its size and/or new customers you are attempting to capture. Tell how you arrived at your results (demographics, questionnaires, surveys).
- 4.2 Identify the types (newspaper, radio, billboard, etc.) of advertising you will use. For the budget section you will need to know the quantity and cost of each, if you are requesting cost-share funds or using as a match. Explain how you will gear your advertising to your customer base or attempt to reach new customers.
- 4.3 Provide information requested. Additionally, you may want to show how your price compares to similar products/services of competitors.

5. Financial Documents

Instructions for items 5.1 & 5.2 are independent of these instructions and follow later in the packet.

6. Supporting Documents

- 6.1 Include a one-page résumé for each person mentioned in section 3.4.
- 6.2 If a group is one of the project participants, then please provide one letter from the head of the group. These letters are only for those directly involved in the project; please do not include letters of support.
- 6.3 Provide documentation to show how you arrived at specific equipment costs mentioned in the budget.
- 6.4 Include as applicable
- 6.5 Assistance on business plan development and writing can be found at your area Small Business Development Center. Contact information included in Appendix C.

If you have questions about a specific item, then contact the Governor's Office of Agricultural Policy at (502) 564-4627 or govkyagpolicy@mail.state.ky.us.